

State of Indiana



Highway Safety Annual Report FY 2007

Prepared for:
U.S. Department of Transportation
National Highway Traffic Safety Administration

Prepared by:
The Indiana Criminal Justice Institute's
Traffic Safety Division



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I. Introduction

The traffic safety division (TSD) of the Indiana Criminal Justice Institute (ICJI) manages federal funds that are allocated throughout the state to support programs designed to reduce the number of people injured and killed in traffic related crashes each year. Aiming to put our greatest resources toward our greatest problems, ICJI focuses on data-driven key target areas identified as having the greatest possible impact on reducing the number of lives lost and injuries sustained on Indiana's roadways.

The TSD promotes traffic safety activities on state and local levels through the development of a comprehensive Highway Safety Plan (HSP). The HSP describes the projects and activities planned to reach national and state traffic safety goals in areas identified for priority programs.

The Annual Report (AR) is an account of the previous fiscal year's activities and accomplishments in response to the goals set forth in the HSP. Through enhanced quality and timeliness of data, the TSD was able to apply more data driven strategies toward enhancing and improving the State's traffic safety initiatives in FY 2007 than in any other year. With FY 2006 acting as a benchmark year, FY 2007's AR will be the first year that the TSD is able to highlight the accomplishments of traffic safety initiatives through performance measures previously outlined for each specific goal.

The ICJI TSD consists of a Division Director who coordinates the efforts of the support staff including an Impaired Driving Programs Manager, Traffic Records Coordinator, Traffic Safety Research Associate, Occupant Protection Manager and seven Law Enforcement Liaisons located regionally across Indiana. The TSD maintains a close working relationship with the Research Division within ICJI and with the Center for Urban Policy and the Environment based out of Indiana University's School of Public and Environmental Affairs, the Center for Roadway Safety located at Purdue University, the Governor's Council on Impaired and Dangerous Driving, and the Traffic Records Coordinating Committee.

II. Executive Summary

FY 2007 marked the beginning of a large data-driven policy focus for the TSD, with data analysis acting as the foundation of problem identification. A review and analysis of relevant traffic safety data determines what program areas will be addressed for the fiscal year. Two of the greatest achievements of FY 2007 involved the vast improvement in quality and timeliness of motor vehicle crash data available to the TSD, as well as the passage of HB 1237 that resulted in Indiana's occupant protection becoming a more comprehensive law, now applying to all passengers, in all vehicles, in all positions.

The passage of HB 1237 eliminated the pickup truck exemption in the Indiana occupant protection law. Despite the law not becoming effective until July 1, 2007, results of the May observational seat belt survey indicated that safety belt use in trucks was already rising, reaching 65.7 percent, a 13 point increase over the May 2006 rate (52.7 percent). Additionally, Indiana's overall safety belt usage rate increased to an all time high of 87.9 percent in May of 2007.

**“Indiana’s
overall safety
belt usage rate
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all time high of
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2007.”**



Governor Daniels signing HB 1237 into law, giving Indiana one of the most comprehensive seat belt laws in the nation. Senator Wyss (left) and Representative Welch, (right) co-sponsors to the law look on.

With respect to Indiana's data advancements, the primary sources of data used by the TSD come from the Automated Reporting Information Exchange System (ARIES - previously called eVCRS). This advancement greatly expedited the process of running queries and obtaining valid and up to date crash data. Due to the success of the FY 2007 electronic crash report initiative, there was also a steep increase in the number of crash reports being submitted on-line. By September 2007, over 88 percent of the year's crash reports were being submitted electronically. July of 2007 boasted a monthly electronic submission rate of almost 94 percent, which was sustained in the following months. The increase in electronic submissions gave members of the TSD the ability to improve the

quality and timeliness of data used in new research.

Another research focused accomplishment for FY 2007 was the publication of a series of Indiana Traffic Safety Fact Sheets. Through a partnership with the Indiana University's Center for Urban Policy and the Environment (the Center), a collection of the State's motor vehicle facts and trends covering many different aspects of traffic safety were compiled. Fact sheet topics included: alcohol, children, large trucks, light trucks, motorcycles, occupant protection, pickup trucks, speed, and young drivers which were completed by July of 2007 using 2006 data for distribution to law enforcement agencies for use in developing their local traffic safety problem identifications. Furthermore, the first Indiana Crash Facts book was completed for the first time in six years.

“By September 2007, over 88 percent of the year's crash reports were being submitted electronically.”

The Center also produced county profile fact sheets for all 92 of Indiana's counties. These fact sheets can be found under the traffic safety link on the www.IN.gov/cji website. The improvement of the ARIES system also enabled the Center to provide ICJI with 2006 data analysis within the second quarter of FY 2007, where in the past reliable data was not available until much later in the FY. Going forward, these fact sheets and county profiles will be published on a yearly basis.

In addition to the above successes, each program area of the TSD was able to boast many achievements throughout the fiscal year, highlighted in the following sections. The end of FY 2007 marked the first full year that the TSD was able to use up to date data as the foundation of its decision making process. Indiana looks forward to continuing to build on this foundation in future fiscal years.

III. Performance Plan Development

A review and analysis of relevant traffic safety data determined what program areas were addressed on FY 2007. Priority was established for the areas having the greatest possible impact in reducing the number of lives lost and injuries sustained on state roadways. Year-round data analysis was used to identify traffic crash issues and trends.

In response to an already high level of public interest in traffic safety, the TSD identified the following five data-driven key target areas for focus in FY 2007:

- occupant protection
- impaired driving
- young drivers
- motorcycle safety
- speed and aggressive driving

Keeping focus on these five target areas, baseline rates were established for the following:

- fatalities
- alcohol related fatalities
- percent of alcohol related fatalities
- safety belt usage rates
- motorcycle related fatalities

Because most of the strides toward improved data quality and timeliness came throughout the course of year, the primary sources of data that were used in problem identification for FY 2007 include the Fatality Analysis Reporting System (FARS), NHTSA, driver and vehicle reports maintained by the Bureau of Motor Vehicles (BMV), and the Automated Reporting Information Exchange System (ARIES). As it became available throughout the fiscal year, the TSD was also able to use the improved data to make program adjustments as needed.

In addition to members of the TSD, other stakeholders involved in setting performance goals for FY 2007 included members of the Governor's Council on Impaired and Dangerous Driving (the Council), members of the Traffic Records Coordinating Committee (TRCC), and the State's Law Enforcement Liaisons (LELs).

Due to the improvements in the ARIES system and its continued partnership with the Center, the TSD was able to expand its approach to setting goals and performance measures for FY 2008. Members of the TSD met with sub-committee members of the Council, which included representatives from several traffic safety partners including The Center, Indiana Department of Transportation (INDOT), Indiana University Medical Center – Department of Toxicology, Riley Hospital for Children, NHTSA, State Farm Insurance, and Marion Police Department.

The members were asked for their input and desired goals for each of the five key target areas identified by the TSD (alcohol, safety belt usage, young drivers, motorcycles, and dangerous driving). Through both re-visiting goals set in FY2007 and examining trend and successes over the last year, it was determined that short term and long term goals should be set for each priority area. Quantitative targets were based on five to ten year trends, depending on the priority area.

IV. Program Funding

a. Federally Funded Sections

Section 402

Based on problems identified by the state, section 402 program funds are used to support the state's highway performance plan. Section 402 funds act as a resource to support programs that address a wide range of highway safety problems related to human factors that contribute to the reduction of crashes, death, and injury.

In FY 2007, a majority of section 402 award supported Indiana's Police Traffic Services programs, which included funding Operation Pull Over and Big City/Big County enforcement.

Section 410 (J8)

Section 410 funds are used to support the development, implementation, or continued enforcement of programs aimed at reducing traffic safety problems from persons driving under the influence of alcohol or a controlled substance.

In FY 2007, over half of section 410 funds supported impaired driving countermeasures such as DUI Taskforce enforcement. The remaining funds were used to support additional impaired driving, community traffic service, and police traffic service programs.

Section 405A

The Occupant Protection Incentive Grant provides funds to be used only for the development, implementation, or continued enforcement of programs aimed at reducing highway deaths and injuries resulting from individuals riding unrestrained or improperly restrained in motor vehicles.

In FY 2007, the section 405 funds were distributed to Indiana's occupant protection community traffic services. Funds supported the Automotive Safety Program, as well as the Law Enforcement Liaison program and media and communications initiatives aimed at increasing occupant protection awareness.

Section 2010

Section 2010 of SAFETEA-LU establishes a new program of incentive grants to encourage States to adopt and implement effective programs to reduce the number of single and multi-vehicle crashes involving motorcyclists. Section 2010 funds can only be used for motorcyclist safety training and motorcyclist awareness programs, including improvement of training curricula, delivery of training, recruitment or retention of motorcyclist safety instructors, and public awareness and outreach programs.

In FY 2007, section 2010 funds supported the lease of a motorcycle training facility, the purchase of new training motorcycles, as well as public awareness media campaign regarding motorcycles.

Section 408

Under Title 23 of the U.S.C., section 408 funding provides for the state to develop and implement traffic information system improvements. Section 408 funds provide for the improvement of timeliness, accuracy, and uniformity of safety data. Funds also support the linking of state data systems, specifically traffic records with other data systems within the state.

In FY 2007, over 35 percent of section 408 funds were used to support the traffic records E-citation Program, with the rest of the funds supported the Trauma Registry Program, the EMS Software Upgrade, and the County Corner Data Submission project.

Section 154

Section 154 funds are used to encourage states to enact open container laws. States can also transfer funds to be used for alcohol-impaired driving countermeasures.

In FY 2007, over 80 percent of section 154 funds supported impaired driving programs, with the remaining funded police and community traffic service initiatives. The majority of section 154 funds supported Fatal Alcohol Crash Team development and training.

Section 157 Incentive Program and Innovative Programs

The state may use Section 157 incentive grant fund for any Title 23 U.S.C. projects including highway safety and construction programs. Innovative grant funding can be used to support programs aimed at increasing safety belt usage rates.

In FY 2007, the section 157 funds were used to support the Automotive Safety Program and Big City/Big County program enforcement.

b. Funding Strategy

In order to determine grantee funding eligibility and award amounts in FY 2007, the Indiana Criminal Justice Institute (ICJI) will continue to use its objective, two-pronged funding formula. Using a combined blanket and targeted funding strategy, the formula allows for focus to be placed on high fatality counties while still continuing funding on a statewide basis.

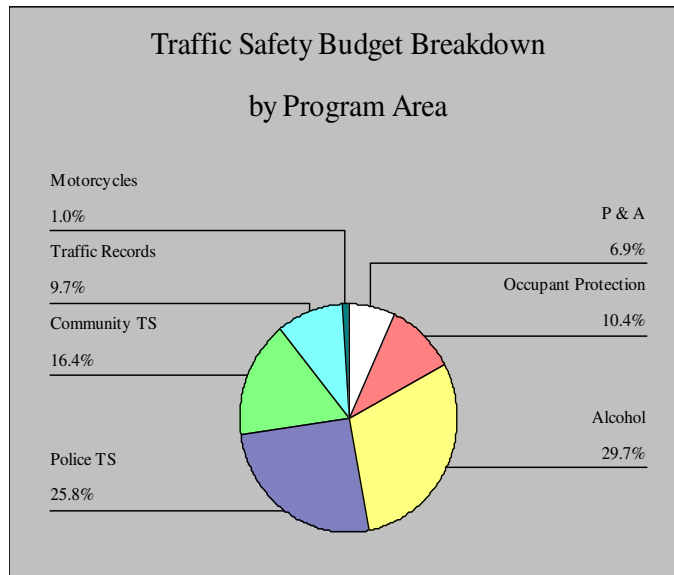
To create a maximum funding level for each group, the Traffic Safety Division (TSD) established the following four county population categories: small (population fewer than 30,000); medium (population between 30,000 and 49,000); large, (population between

50,000 and 99,000); and extra large (population greater than 100,000). In following the first part of the formula, the TSD will evaluate each grant proposal to determine its funding eligibility based on the following criteria: submission of an explanation of how the proposal specifically addresses Indiana's traffic fatalities; the previous effectiveness of the program for the agency; and the agency's data reporting quality. While some programs concentrate on statewide or regional solutions, special emphasis will be placed on grantees to develop local solutions to local problems.

The second part of the formula involves targeting counties with the highest fatality numbers with additional funding beyond the blanket approach. Funding will be made available through de-obligated funds carried over from the previous fiscal year's grantees. Using unrestrained, speed, and alcohol related crashes or fatalities as indicators for increased funding; ICJI will continue to examine trends in order to identify those jurisdictions that account for the majority of the State's traffic fatalities. Those counties will then become eligible for any available funding, based on their ability to identify their specific problem; their ability to present new and innovative traffic strategies; and their agency's data reporting quality.

V. Fiscal Summary

	402	410J8	405aJ2	2010	408	154AL	157PT	Total
P&A	895,677.00							895,677.00
Occupant Protection	885,500.00		361,487.00				99,806.00	1,346,793.00
Alcohol		1,592,400.00				2,244,725.00		3,837,124.00
PTS	2,424,009.00	608,906.00				228,000.00	75,000.00	3,335,915.00
CTS	941,089.00	550,000.00	413,333.00			209,288.00		2,113,710.00
Traffic Records	330,000.00	110,000.00			812,005.00			1,252,005.00
Motorcycles				122,952.00				122,952.00
Total	5,028,437.00	2,861,306.00	774,820.00	122,952.00	812,005.00	2,682,013.00	174,806.00	12,456,338.00



FY 2007 Program Cost Summary – Traffic Safety Division												
		Federal Funding Streams								State Funding Streams		
	2007 Budget	406	402	410 J8	405A	2010 MC	408 TR	154 HE/AL	157 PT	Total Federal Funds	State Hard Match	
Resources												
Est. 2006 Carry Forward		-	603,405	1,561,277	91,533	122,982	812,005	233,184	174,806	3,599,192	-	
FY 2007 Award Estimate		-	4,478,431	2,213,451	683,287	122,952	812,005	3,232,013	-	11,542,139	-	
2007 State Match		-	-	-	-	-	-	-	-	-	447,839	
Total		-	5,081,836	3,774,728	774,820	245,934	1,624,010	3,465,197	174,806	15,141,331	447,839	
Planning and Administrative												
P & A – Federal	447,839	-	447,839	-	-	-	-	-	-	447,839	-	
P & A – State	447,839	-	-	-	-	-	-	-	-	-	447,839	
Subtotal P & A	895,677	-	447,839	-	-	-	-	-	-	447,839	447,839	
Occupant Protection												
Program Management	53,000	-	-	-	53,000	-	-	-	-	53,000	-	
Automotive Safety Program	713,950	-	305,657	-	308,487	-	-	-	99,806	713,950	-	
Seat Belt Enforcement	579,843	-	579,843	-	-	-	-	-	-	579,843	-	
Subtotal Occ. Protection	1,346,793	-	885,500	-	361,487	-	-	-	99,806	1,346,793	-	
Alcohol												
Program Management	53,000	-	-	53,000	-	-	-	-	-	53,000	-	
FACT	1,249,436	-	-	-	-	-	-	1,249,436	-	1,249,439	-	
Enforcement (DUI)	1,860,189	-	-	1,509,444	-	-	-	350,745	-	1,860,189	-	
Indiana Judicial Center	29,956	-	-	29,956	-	-	-	-	-	29,956	-	
SFST/DRE	202,226	-	-	-	-	-	-	202,226	-	202,226	-	
T.S. Resource Prosecutor	197,409	-	-	-	-	-	-	197,409	-	197,409	-	
Excise Police	97,500	-	-	-	-	-	-	97,500	-	97,500	-	
SADD	147,408	-	-	-	-	-	-	147,408	-	147,408	-	
Alcohol Assessment	-	-	-	-	-	-	-	-	-	-	-	
Subtotal Alcohol	3,837,124	-	-	1,592,400	-	-	-	2,244,725	-	3,837,124	-	
PTS												
Program Management	53,000	-	53,000	-	-	-	-	-	-	53,000	-	
Statewide Training	20,000	-	15,000	-	-	-	-	5,000	-	20,000	-	
OPO Awards Banquet	100,000	-	50,000	-	-	-	-	50,000	-	100,000	-	
Indiana State Police	1,118,709	-	472,855	472,855	-	-	-	173,000	-	1,118,709	-	
BCC Enforcement	2,044,206	-	1,833,154	136,051	-	-	-	-	75,000	2,044,206	-	
Subtotal PTS	3,335,915	-	2,424,009	608,906	-	-	-	228,000	75,000	3,335,915	-	

FY 2007 Program Cost Summary Cont.											
	2008 Budget	406	402	410 J8	405A	2010 MC	408 TR	154 HE/AL	157 PT	Total Federal Funds	State Funding Streams State Hard Match
Community TS											
LEL Program	490,000	-	163,334	-	163,333	-	-	163,333	-	490,000	-
Communications Division	1,577,755	-	777,755	550,000	250,000	-	-	-	-	1,577,755	-
Community Awareness	45,955	-	-	-	-	-	-	45,955	-	45,955	-
Subtotal Community TS	2,113,710	-	941,089	550,000	413,333	-	-	209,288	-	2,113,710	-
Traffic Records											
Program Management	53,000	-	-	-	-	-	53,000	-	-	53,000	-
Evaluation of Mapping	440,000	-	330,000	110,000	-	-	-	-	-	440,000	-
The Center/Purdue	-	-	-	-	-	-	-	-	-	-	-
Trauma Registry Program	150,000	-	-	-	-	-	150,000	-	-	150,000	-
EMS Software Upgrade	140,575	-	-	-	-	-	140,575	-	-	140,575	-
County Corner Data Submis.	184,000	-	-	-	-	-	184,000	-	-	184,000	-
E-Citation Program	284,430	-	-	-	-	-	284,430	-	-	284,430	-
Subtotal Traffic Records	1,252,005	-	330,000	110,000	-	-	812,005	-	-	1,252,005	-
Motorcycles											
Lease/Purchase of Facility	12,952	-	-	-	-	12,952	-	-	-	12,952	-
Training Motorcycles	60,000	-	-	-	-	60,000	-	-	-	60,000	-
Public Awareness Campaign	50,000	-	-	-	-	50,000	-	-	-	50,000	-
Subtotal Motorcycles	122,952	-	-	-	-	122,952	-	-	-	122,952	-
Total 2008 Budget Expenditure	12,904,176	-	5,028,437	2,861,306	774,820	122,952	812,005	2,682,013	174,806	12,456,338	447,839
Total Ending Carry Forward		-	53,400	913,422	-	122,982	812,005	783,184	-	2,684,338	-

VI. Program Reports

While there was no total fatality goal set in the HSP for FY 2007, the TSD was certain to include the short term goal of reducing the number of traffic fatalities from 899 in 2006 to 881 in 2008 in the FY 2008 HSP, along with a long term goal of reducing the number of traffic fatalities to 846 by 2010.

Highlights of specific projects and activities conducted during FY 2007 are presented below:

1. Occupant Protection

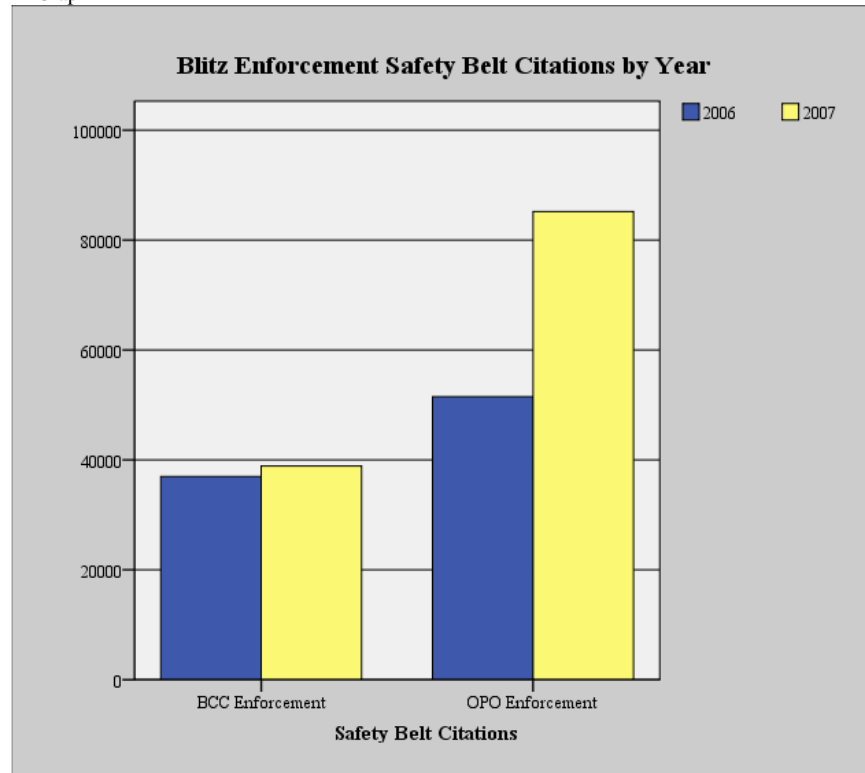
2007 Goal	Result	Achieved
1. Increase the percent of the population using safety belts from 84.3% in 2006 to 87.0% for the same time period in 2007	Indiana's overall safety belt usage rate reached an all time high of 87.9 percent in May 2007, almost 1 percentage point higher than the goals set for the fiscal year	Yes
2. To decrease the number of fatalities for young adults 24 years of age and younger from 253 in 2005 to 225 in 2007	Preliminary results from 2007 indicate that Indiana continues to make strides in reducing young adult's being involved in fatal crashes. In 2006, there were 224 fatalities and preliminary results for 2007 show 187 fatalities for this age group	Yes

Each year the TSD funds a roadside observational survey of safety belt and motorcycle helmet use. Indiana is proud to announce that the State's overall safety belt usage rate reached an all time high of 87.9 percent in May 2007, a 3.6 percentage point increase over the May 2006 rate of 84.3 percent.

Indiana is additionally proud to announce the successful passage of HB 1237 eliminating the pickup truck exemption in the State's occupant protection law. Despite the law not becoming effective until July 1, 2007, results of the roadside observational survey indicated that safety belt use in trucks rose to 65.7 percent, a 13.0 percent increase over the May 2006 rate (52.7 percent).

“Safety belt use in trucks rose to 65.7 percent, a 13 percent increase from 2006.”

Graph A



In FY 2007, the TSD continued to support the OPO program in conjunction with NHTSA’s “Click It or Ticket” mobilizations. FY 2007’s four blitzes yielded the issuance of 85,188 safety belt citations, over 65 percent more than issued in FY 2006 (51,500). BCC enforcement agencies also added 38,893 additional safety belt citations, up slightly from 36,969 in FY 2006 (See Graph A).

In FY 2007, the TSD continued to support the Automotive Safety Program (ASP) at the Indiana University School of Medicine. ASP conducted statewide public information and education programs to increase correct use of occupant restraint. The ASP additionally administers the “Project L.O.V.E.” child passenger restraint voucher program. While the State saw a significant increase of the number of vouchers distributed, climbing from 528 in FY 2006 to 919 in FY 2007, the number of redeemed vouchers decreased from 65.0 percent in FY 2006 to only 33.0 percent (307) in FY 2007. However, the ASP did report a 27.0 percent increase in the total number of child seats provided to the public, jumping from 3,649 in FY 2006 to 4,651 in FY 2007.

“Child seat inspections increased over 30 percent, rising from 8,304 inspections in FY 2006 to 10,868 inspections in FY 2007.”

Additionally, support for the ASP led to the training of 260 new child passenger safety (CPS) technicians, bringing the total FY 2007 total to 986. As a result, child seat inspections increased over 30.0 percent, rising from 8,304 inspections in FY 2006 to 10,868 inspections in FY 2007.

In the effort to promote healthy behavior in young drivers, Indiana Students Against Destructive Decisions (SADD) continues to be an asset in reducing the incidence of underage consumption of alcoholic beverages. In FY 2007, 20 schools received SADD manuals, nearly 400 high schools and an equal amount of middle schools also received SADD newsletters and flyers. These totals equal FY 2006 totals, but still represent the highest number of schools ever receiving SADD materials. While the numbers are beginning to plateau, SADD will be making a concentrated effort to add new chapters and expand existing chapters in FY 2008.



Students participating in the
“Quick-Click Challenge” event
at an Indianapolis area school

The Traffic Safety division organized and hosted the 12th annual Operation Pull Over banquet in November 2006. The banquet recognized and honored state, county and local law enforcement officers from every corner of the state that participated in OPO. County DUI prosecutors are also in attendance at this annual gathering. Officers were commended for their commitment and dedication to saving Hoosier lives. The awards luncheon includes guest speakers from both state and federal agencies that applaud and encourage the officers continued work and dedication to saving lives. Awards were also presented to approximately 40 large, medium and small sheriff’s and police departments, as well as an Indiana State Police district, for superior participation in the previous years OPO campaigns. This event draws a lot of appreciation from the law enforcement community and is picked up by media outlets throughout the state.

Goals set for FY 2007:

1. To increase the percent of the population using safety belts from 84.3% May of 2006 to 87.0% for the same time period in 2007
2. To decrease the number of fatalities for 24 years of age and younger from 253 in 2005 to 225 in 2007

Accomplishments:

According to the roadside observational survey conducted in May, Indiana’s overall safety belt usage rate reached an all time high of 87.9 percent in May 2007, almost 1 percentage point higher than the goals set for the fiscal year. The TSD has set the goal of 89.0 percent overall safety belt usages for FY 2008.

Regarding the number of fatalities for those under 24 years of age and younger, the data for FY 2007 is not yet complete, but appears promising. In 2006, fatalities in this age range dropped to 224 fatalities. Preliminary results for 2007 show 187 fatalities, as of December 31, 2007, for this age range.

2. Impaired Driving

2007 Goal	Result	Achieved
1. To reduce the number of alcohol related fatalities from 320 in 2005 to 299 in 2007	Preliminary numbers prior to imputation show 184 alcohol related fatalities with a testing rate of 75% on all fatalities	Likely
2. To reduce the percentage of alcohol related fatalities from 34.1% in 2005 to 32% in 2007	Preliminary alcohol related fatalities appear to have decreased considerably this year. Even after NHTSA imputes the remaining fatalities that were not tested for BAC (25%), conservative estimates show Indiana will decrease alcohol related fatalities to 31% versus 36% in 2006.	Likely

In 2006, Indiana, tied with Georgia, ranked eighth best in the nation for the lowest percentage of alcohol related fatalities at 36.0 percent. While this is slightly higher than the rank of seventh in the nation in 2005 at 34.1 percent of alcohol related fatalities, Indiana still fell below the 2006 national average of 40.7 percent.

Since the passage of the 0.08 BAC law in 2001, the number of Indiana DUI Taskforces has increased to represent 132 law enforcement agencies in 31 counties. This is almost a 10 percent increase in funded law enforcement agencies, up from 121 in FY 2006. Additionally, DUI Taskforce agencies receiving overtime enforcement funding were able to conduct 52 sobriety checkpoints through out the state in FY 2007, slightly more than the 45 sobriety checkpoints conducted in FY 2006. Participation in the sobriety checkpoint resulted in the issuance of 4,523 misdemeanor DUI citations and 796 felony DUI citations. Participation in Operation Pull Over blitzes and Big City/ Big County programs added another 1,369 misdemeanor DUI citations and 259 felony DUI citations.

Initially developed in 2002, the FACT program was designed to aide in the successful adjudication of impaired drivers who have caused serious bodily injury or death. While no new Fatal Alcohol Crash Teams were added in FY 2007, the State's FACT teams were called out to 201 alcohol related crashes, up from responding to 180 crashes in FY 2006, nearly a 10.0 percent increase in the number of responses.

Graph B



To further develop their DUI crash investigation skills, FACT teams were able to attend extensive crash reconstruction and at-scene investigation trainings in FY 2007. Instead of using grant funds to send a small amount of officers elsewhere for trainings as in the past, the TSD decided to host the trainings, making them available to a larger number of officers, including officers participating in DUI Taskforces. Therefore, the TSD was able to fund training for over 300 officers in FY 2007, compared to only 42 officers in past fiscal years. Training class topics included commercial motor vehicle reconstruction, pedestrian and bicycle investigations, and other OWI related topics. As a result, the TSD was able to provide over 7,600 man hours of training to agencies across Indiana, almost five times more than the 1,600 recorded in FY 2006 (See Graph B).

Indiana Excise Police officers often assist FACT teams and law enforcement agencies with alcohol related investigations. One such funded program is the Stop Underage Drinking and Sales (SUDS) program. In FY 2007, the Indiana Excise Police were able to conduct 193 SUDS details, 35 more than FY 2006. These details resulted in the issuance of over 4,000 total warning and citations, over 1,700 of which were issued to underage persons. The Indiana Excise Police Cops in Shops (CIS) program, which allows excise officers to pose as customers and employees of liquor stores, additionally yielded the arrest of over 100 people on over 140 charges.

“Drivers tested for drugs and alcohol...increased from 58 percent to 75 percent in comparison to the number of reported chemical test results from 2006.”

Finally, in 2007, in an effort to increase the number of drivers tested for drugs and alcohol after being involved in all motor vehicle crashes, the TSD partnered more closely with the Indiana Corner's Association as well as local law enforcement agencies. This resulted in an increase from 58 percent to 75 percent in the number of reported chemical test results from 2006.

Goals set for FY 2007:

1. To reduce the number of alcohol related fatalities from 320 in 2005 to 299 in 2007
2. To reduce the percentage of alcohol related fatalities from 34.1% in 2005 to 32% in 2007

Accomplishments:

Through the end of November 2007, Indiana has recorded 831 motor vehicle related fatalities.¹ Of those, 156 have been recorded in FARS as having been alcohol related. These are preliminary numbers. As the impaired driving goals focus on the calendar year, the final numbers will be forwarded on as they become available.

3. Traffic Records

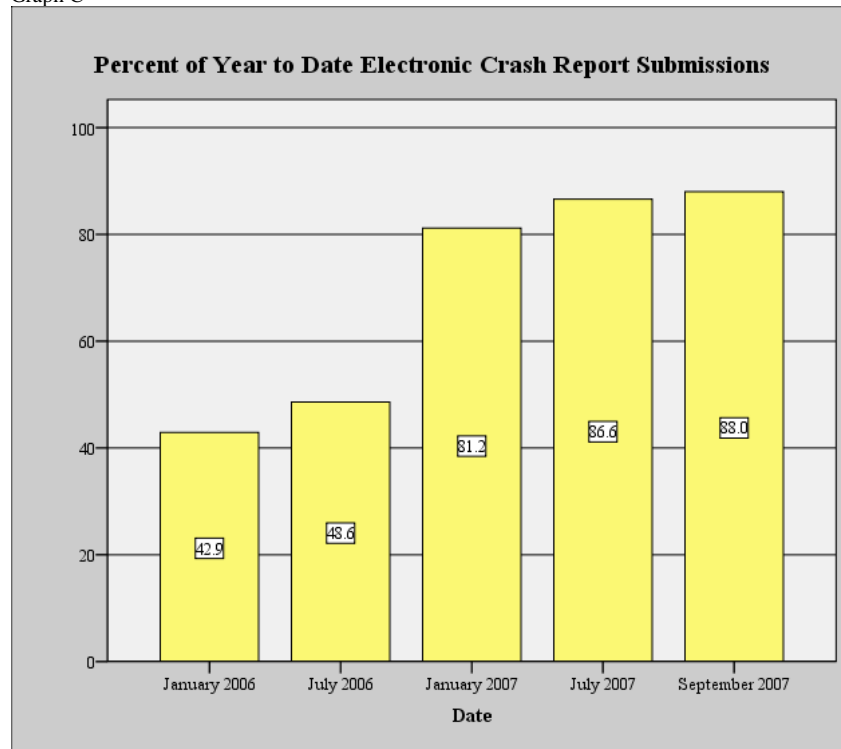
2007 Goal	Result	Achieved
1. To increase the number of agencies submitting electronic crash reports to 80.0% by January 1, 2008	As of November 30, 90% of all crash reports in Indiana were submitted electronically	Yes

One of the biggest highlights of FY 2007 for the TSD focuses on the continued improvement of the Automated Reporting Information Exchange System (ARIES - previously called eVCRS). Advancements in FY 2007 included barcode scanner capability, which will allow for the auto-population of information from driver's license's and vehicle registrations in an officer's crash report.

In addition to the technological advancements, the State has also seen a large increase in the number of law enforcement agencies submitting their reports electronically. In July 2007, there were 435 agencies electronically submitting crash reports, roughly a 22 point increase from the same time period in 2006 (355). By the end of FY 2007, the number had increased to 438 out of a total of 575 law enforcement agencies in Indiana that can submit crash reports. The large numbers of agencies enrolled in the ARIES program has resulted in Indiana having the highest statewide electronic submission rate in the nation, reaching 88.0 percent at the end of FY 2007, up from 62.0 percent recorded in January 2006.

¹ Data was derived using ARIES and is current as of December 21, 2007

Graph C



Tremendous advancements have been made as well in the area of timeliness. In 2006, 37 percent of all crash reports were submitted in 5 days or less. Year to date, 62 percent of crash reports have been submitted in 5 days or less. In November, 74% of crash reports have been submitted in 5 days or less. The trend of increasing timely submission of crash reports is looking to continue advancing into 2008.

Another ARIES technological improvement that began in FY 2007 was the development of a Crash Mapping and Crash Technician Project. The ARIES program allows for the assignment of a latitude and longitude location for each motor vehicle crash. It was also enhanced to allow for crash reports with unknown locations to be passed through a MapPoint service to obtain an accurate location. By May 2007, all 180,000 crash reports without accurate locations we passed through MapPoint to try and determine a location. As a result, the total number of unmapped collisions since 2003 is less than 100,000, or roughly 15 percent of the total number of collisions in the state repository.

“Year to date, 62 percent of crash reports have been submitted in 5 days or less.”

In FY 2007, the TSD was also able to fund the distribution of software and computer equipment to county coroners throughout the State, with the goal of expediting the submission of motor vehicle fatality reports to FARS. While each county was eligible to receive the equipment, 85 of the 92 counties expressed interest in the project. By the end of FY 2007, 50 percent of the county corners were actively participating and trained in the web-based submission program.

Indiana was also able to successfully pass legislation that permits the issuance of electronic citations, effective July 2007. During that month, a desktop application for the e-citation pilot program was deployed to five officers from four different agencies. A more complete version of the program was unveiled in August, and by the end of FY 2007, the Indiana Supreme Court Judicial Technology and Automation Committee (JTAC) was able to install the final beta test release version for the pilot training officers. The e-Citation program will continue to advance in the first quarter of FY 2008, with the goal of having the majority of Indiana State Police troopers and Commercial Vehicle Enforcement Inspectors on-line with the eCWS system by the end of 2007.

“ The e-Citation program will continue to advance... with the goal of having the majority of Indiana State Police troopers and Commercial Vehicle Enforcement Inspectors on-line with the eCWS system by the end of 2007.”

Goals set for FY 2007:

1. To increase the number of agencies submitting electronic crash reports to 80.0% by January 1, 2008.

Accomplishments:

The large numbers of agencies enrolled in the ARIES program has resulted in Indiana having the highest statewide electronic submission rate in the nation, reaching 88.0 percent at the end of FY 2007.

4. Motorcycle Safety

The goal set in the HSP for FY 2007 was to reduce the number of motorcycle related fatalities from 110 in 2005 to 90 in 2007. Although there was a decrease in motorcycle fatalities in 2006, preliminary numbers show Indiana is not going to reach the goal we had set for motorcycle fatalities in 2007. We are currently working with the Indiana State Police and local law enforcement agencies to implement a zero tolerance enforcement strategy for riders who are not properly licensed to ride a motorcycle.

5. Speed and Aggressive Driving

The TSD successfully applied for and received a competitive grant from the Indiana Department of Transportation for \$1,500,000 to counter aggressive driving. The TSD was not able to begin funding for its speed and aggressive driving programs until late in FY 2007, but the funds will be carried forward and applied throughout FY 2008. So far funds have been given to law enforcement agencies in 20 counties as well as the Indiana State Police to counter aggressive driving habits such as speeding and red light running.

VII. Legislative Summary

The following legislation was enacted and became effective during FY 2007:

Seat Belts

I.C. 9-19-10-2: each occupant of a motor vehicle equipped with a safety belt that 1) meets the standards stated in the Federal Motor Vehicle Safety Standard Number 209 (49 CFR 571.208) and 2) is standard equipment installed by the manufacturer; shall have a safety belt properly fastened about the occupant's body at all time when the vehicle is in forward motion. Pickup truck exemption eliminated, includes all occupants in pickup trucks and SUVs registered as "trucks". The following new exceptions to the seatbelt requirement are:

- Occupants of farm truck used on a farm in connection with agricultural pursuits that are usual and normal to farming;
- Occupants of a parade vehicle;
- Occupants in living quarters of an RV;
- Occupants in treatment area of an ambulance;
- Occupants in the sleeping area of a semi-tractor;
- Occupants other than the operator of a truck on a construction site
- Passenger other than operator in a cab of a recovery vehicle (tow truck) who is being transported in the cab because the passenger's motor vehicle is being towed by the recovery vehicle (tow truck);
- Occupant other than the operator of a motor vehicle being used by a public utility in an emergency as set forth in IC 9-20-6-5

Primary Enforcement

I.C. 9-19-10-3.1: Police may stop a vehicle to determine seat belt compliance; however, a vehicle, its contents, the driver or a passenger in a vehicle may not be inspected, searched or detained solely because of a seatbelt violation. Law enforcement agencies may not use safety belt checkpoints to detect and issue citations for failure to wear a seatbelt as required.

Highway Work Zones

IC 9-21-5-11: Minimum fines for speeding in a highway work zone when workers present increased. First offense minimum fine \$300, prior offense within 3 years, minimum fine \$500; 2 or more prior offenses within 3 years, minimum fine \$1000.

IC 9-21-8-56(b), (c) Class A misdemeanor: "knowingly" or "intentionally" engage in aggressive driving or speed contest; "recklessly" operate a vehicle in the immediate vicinity of a highway work zone when workers present; "knowingly", "intentionally" or "recklessly" operate a vehicle in the immediate vicinity of a work zone when workers present with intent to damage traffic control device or inflict bodily injury on a worker; "recklessly fail to obey a traffic control device or flagman in the immediate vicinity of a work zone when workers present.

IC 9-21-8-56 (f) Class D Felony: Prior unrelated conviction within 5 years; person operating the vehicle while intoxicated or operating with BAC greater than .08%; offense results in bodily injury to a worker in the worksite.

IC 9-21-8-56 (h) Class C Felony: Offense results in death of a worker at a worksite.

Electronic Citation

IC 9-13-2-49.5, IC 9-30-3-2.5, IC 9-30-3-5.3, IC 9-30-3-5.7, IC 9-30-3-6, IC 9-30-3-8, and IC 9-30-3-11: Authorizes Division of State Court Administration to prescribe 1) traffic information and summons; or 2) complaint and summons in an electronic format; law enforcement officer may issue an electronic traffic ticket in lieu of a paper ticket; authorizes transmission of electronic ticket to court under certain conditions; electronic traffic ticket admissible in court under certain circumstances;

(1) A traffic information and summons;

(2) A complaint and summons; for traffic cases that is in an electronic format prescribed by the division of state court administration.

Law enforcement officer who issues electronic traffic ticket may print electronic traffic ticket at site of violation; shall inform the individual and note on electronic traffic ticket whether the individual must appear in court and the specific date and specific time. Electronic traffic ticket bearing a printed or digital signature of the issuing law enforcement officer and the prosecuting attorney or a representative of the office of the prosecuting attorney of county in which electronic traffic ticket issued is admissible as if the signatures were original signatures. Law enforcement officer who issues electronic traffic ticket may transmit it to court electronically if electronic ticket and court are in compliance with administrative rules adopted by Supreme Court; law enforcement officer who issues electronic ticket shall indicate whether he or she served the person receiving the electronic ticket. The electronic transmission of an electronic traffic ticket shall be considered as an original certified copy of the traffic information and summons or complaint and summons; electronic traffic ticket may be used:

- To notify BMV of FTA or failure to answer (Indiana Resident and non-Resident)
- To notify BMV upon final determination of FTA or as a record of conviction, entry of judgment, or finding made by a court.

VIII. Media and Communications

In federal fiscal year 2007, the Communications division developed and implemented a comprehensive communications plan that addressed Indiana's crash, fatality and injury rates, due to impaired driving and/or lack of seat belt use. As a result of strategic planning and closely coordinated year-round activities, the Communications division worked to ensure communication was maximized to have the greatest impact on getting consistent traffic safety messaging out in Indiana.

The national enforcement initiatives ("Click It or Ticket" & "Drunk Driving. Over the Limit. Under Arrest") were further sustained by events and partnerships featuring social-norming messaging that occurred during non-enforcement periods. These partnerships centered on highly publicized events that were attended in large numbers. As a result, they worked to reinforce awareness by bridging messaging and maintaining communication with the target audience at key times.

The Traffic Safety division also relied on collaborations with the Governor's Council on Impaired & Dangerous Driving, Law Enforcement Liaisons, Office of the Governor, National Highway Traffic Safety Administration (NHTSA), state and local law enforcement agencies as well as public and private organizations in its efforts to promote proven behavioral changes to save lives on Indiana's roadways. When combined, these elements, consisting of aggressive enforcement, heavy and frequent media, key partnerships, data-driven programming, and new legislation helped to increase Indiana's overall seat belt usage rate, particularly among truck (SUV) drivers, and also help to deter impaired and dangerous driving behaviors.

National Support

In April 2007, the Traffic Safety division requested and received from NHTSA the expert services of John Pastovic of John Pastovic Communications (JPC) to enhance its existing paid and earned media strategies. JPC subsequently assisted in outlining an extensive earned media plan that addressed Indiana's impaired and dangerous driving traffic safety initiatives. The tools gained from the visit from JPC were used as a tool to create a foundation for future years.

The following month, in May 2007, the Communications division coordinated media trainings that were presented by John Pastovic to more than 25 state and local law enforcement public information officers (PIOs) and Law Enforcement Liaisons. These trainings were held at the Miami County Correctional Facility (Peru) and Indiana State Police Post 52 (Indianapolis). Participants received an overview of how to effectively communicate with the news media, tips on writing and distributing news releases, how to conduct a successful interview among other useful communication resources.

JPC also assisted the Communications division with promoting the May 2007 "*Click It or Ticket*" (CIOT) statewide advertising campaign. During this time, the Communications division developed a "CIOT" webpage that provided both law enforcement and the media with regional marketing and collateral materials that were adapted to address the problem ID's (Identification) within specific regions. It was determined that marketing and

collateral materials such as news releases and other media correspondence adds value to the information being distributed, making it more relevant and newsworthy in the targeted regions. Determining the marketing and media mix within targeted regions also allowed us to focus our resources in a more cost effective manner and have a greater impact on the driving behaviors of our target audience. This coverage is regionally specific which creates a greater impact and carries more credibility in the minds of the viewing and listening public. The seven LEL's have been instrumental in organizing the regional grassroots approach towards promoting the traffic safety issues.

As a result of increased participation encouraged during the media trainings, a total of 10 statewide media events were held to promote the national "CIOT" campaign. By encouraging agencies to host events regionally, the TSD extended its reach and succeeded in saturating the entire state with media coverage versus just one major media market (i.e. Marion County/Indianapolis). Also during this enforcement campaign, the Communications division distributed news releases to six media markets throughout the state highlighting significant events and arrests made during the high-visibility mobilization.

The distribution of media correspondence generated more than 1,300 television and radio stories and resulted in approximately 10,667,000 audience impressions during this ("CIOT") campaign. Additionally, approximately 35 interviews were conducted with ICJI's Executive Director in promotion of "CIOT." In contrast, in 2006 there were no media interviews conducted with CJI personnel to further promote the "CIOT" statewide enforcement campaign. More than 220 print news articles were published featuring the May, 2007 "CIOT" enforcement mobilization. While in 2006, there were 179 print news articles published featuring the "CIOT" blitz. The TSD also received more value added radio and television spots through our statewide media buy.

Based on the feedback that was received from NHTSA in response to the FY 2006 HSP, the TSD renewed its focus and began tracking these added radio and TV deliverables. The ad agency (Asher) was also directed to negotiate proper placement, as to not arbitrarily run this extra inventory - but to maintain focus on the target audience as much as possible. In FY 2007, the TSD exceeded the amount of value added spots in comparison to those received during the FY 2006 statewide "CIOT" media buy. In summary, the earned media efforts for FY 2007 were valued at more than \$479,000.

"35 interviews were conducted with ICJI's Executive Director in promotion of 'CIOT.' In contrast, in 2006 there were no media interviews conducted with CJI personnel to further promote the 'CIOT' statewide enforcement campaign."

Highlights of FFY 2007

In federal fiscal year 2007, the Communications division expanded its resources to increase awareness of Indiana's traffic safety initiatives in new and effective ways. One way was through a partnership the Communications division initiated with Indiana SADD. This partnership consisted of the Traffic Safety division Director visiting High Schools and Middle Schools around the state to educate Indiana teens on the importance

of buckling up and about the dangers of impaired driving. Under the direction of Indiana SADD, the students were taken through a series of demonstrations and obstacle courses simulating various levels of an impaired driving experience. The students also ran through drills promoting seat belt usage. Young driver fact sheets were also distributed to students highlighting state and national traffic statistics regarding teen drivers and included other valuable information.

In March 2007, the Communications division partnered with the Office of the Governor to re-produce an Indiana-specific motorcycle safety and awareness television commercial. The commercial, featuring Indiana Governor Mitch Daniels, was two-fold. While it promoted awareness among the general driving population, it also promoted safety among motorcycle riders and enthusiasts. Media was placed in Indiana's three largest media markets which include Indianapolis, Fort Wayne and Evansville. Using this approach allowed us to cover the northern, central and southern regions of the state.

The Motorcycle Safety and Awareness media flight immediately followed the conclusion of the statewide "CIOT" media flight. This two-week television media buy resulted in more than 1800 spots aired promoting motorcycle safety and awareness during peak riding season. Of the 1800 spots that were aired, an additional value was added of 651 spots above and beyond the scheduled spots received.

Prior to this media buy, the Traffic Safety division hosted a two-day Regional Motorcycle Summit on April 26 & 27 that was attended by motorcycle advocates from Michigan, Wisconsin, Ohio, Illinois and Pennsylvania. The Traffic Safety and Communications divisions also partnered with local television personality Steve Reeves to increase awareness about the summit and motorcycle safety throughout Indiana. Mr. Reeves is the host and creator of the Steel Horse television program, which is Indiana's only program for motorcycle riders and enthusiasts. Mr. Reeves spoke to attendees about the importance of motorcycle safety. Mr. Reeves was joined by a local reporter who served as a co-panel expert during the summit. The event was also attended by representatives of national motorcycle organizations, such as ABATE, as well as state and local police.

Additionally in April, the Communications division partnered with two major movie theater chains, United Artists and Karasotes Theaters. A 30 second traffic safety quiz was created which aired during the preview/trailer segment. Once produced, the quiz was distributed to participating movie theaters across the state later on in the month. The quiz featured questions related to the May "*Click It or Ticket*" mobilization and the August "*Drunk Driving. Over the Limit. Under Arrest.*" crackdown. This earned media endeavor initiated by the Communications division, resulted in the quiz being shown on more than 300 screens across the state impressing hundreds of thousands of Hoosiers during the summer movie blockbuster season.

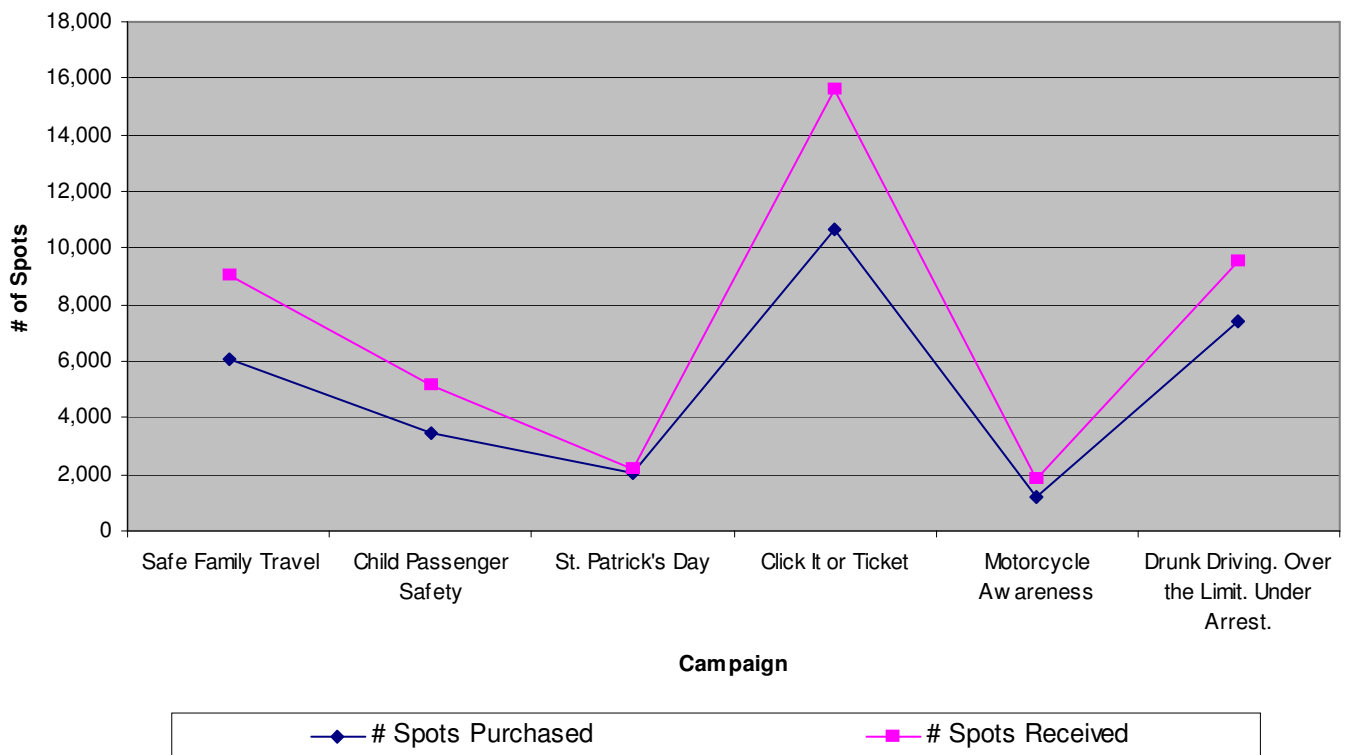
In a separate earned media effort to educate Hoosiers about the "*Drunk Driving. Over the Limit. Under Arrest.*" campaign, the Communications division worked with liquor stores and gas stations across the state. Signage featuring the "*Drunk Driving. Over the Limit. Under Arrest*". enforcement message was distributed to (specific) regions of the state with high rates of impaired driving crashes and fatalities (St. Joseph, Allen, Delaware,

Tippecanoe, Marion and Vanderburgh counties). Nearly 300 liquor stores and gas stations across the state received the “DDOTLUA” signage and agreed to post the signage at points of sale as well as in high traffic areas.

Also during this fiscal year, the Communications division increased traffic safety messaging to the Latino population in Indiana with traffic safety messaging. As a result, partnerships were developed with local Spanish radio and television stations, and with the Intergovernmental division of the Governor’s Office. Following these meetings, several radio and television interviews were conducted and broadcast in Spanish. Additionally, news releases and other communications were translated in Spanish and distributed to the Spanish media.

Using Data to Strategically Allocate Funding

NHTSA research indicates that a combination of strategic planning, public policy, a well-defined target audience and an appropriate amount of media funding helps with the success of traffic safety initiatives. Money spent on media buys is leveraged in each campaign to gain additional value added spots. The corresponding graph illustrates that during the paid media campaigns, the TSD consistently received radio and television exposure above and beyond the original investments.



Strategically allocating communications funding has contributed to Indiana’s 3.5% increase in the overall seatbelt usage rate in the past year. In June 2006, the seatbelt usage rate was reported at 84.3% and jumped to 87.9% in June 2007. Indiana also reported a significant increase in seat belt usage among pickup truck drivers upon closing the legislative loophole in the state’s primary seat belt law on July 1.

In addition to raising awareness about Indiana's primary seat belt laws, the Communications division also initiated and supported partnerships that both engaged and educated the target demographic regarding the dangers and risks related to impaired driving. These include radio, television, new conferences and print media to saturate the targeted demographic with the appropriate traffic safety messaging. According to NHTSA, in 2006, Indiana ranked eighth best in the nation (36%) for having the lowest percentage of 0.01 BAC or higher alcohol-related fatalities. Media messaging continually promotes Indiana's 0.08 law to deter impaired driving and promote behavioral change in order to progressively drive the number of alcohol-related crashes and fatalities down.

The analysis, negotiation and placement of media for the Traffic Safety division are handled through a contract with marketing communications advertising agency Asher. Each campaign's purpose is thoroughly reviewed and evaluated by the ICJI, Governor Daniels' Office, and NHTSA to ensure the right message is delivered to the target audience using the correct medium. The primary target for seat belt and impaired driving paid media are males ages, 18-44, with a skew toward the less educated, blue collar, and lower household income demographic. Although 18-34 year old males represent the national demographic of drivers who are least likely to wear their seat belts, in Indiana the data indicates that the group involved in alcohol and non-belted related crashes and fatalities are drivers 25-44. For this reason, Indiana will expand the age of the current national (impaired driving and belted) target audience and place ads on programming formats that appeal to this group.

Paid Media

Paid statewide media buys are primarily placed in conjunction with the national paid media flights that publicize enforcement, which promote seat belt use and deter impaired driving. In federal fiscal year 2006, paid media was supported with \$1,561,198 in funding; in federal fiscal year 2007 the media/communications budget was \$1,625,207.00; and the current media allocation for federal fiscal year 2008 is \$1,696,600.

a. Impaired Driving

Safe Holiday Totals are split evenly between Alcohol and Occupant Protection; St. Patrick's Day is radio only

FY 2007 Impaired Driving Media Summary												
Market	Spots Purchased				Spots Received				Value Added +/-			
	OTLUA	Safe Family Travel	St. Patrick's Day	Total	OTLUA	Safe Family Travel	St. Patrick's Day	Total	OTLUA	Safe Family Travel	St. Patrick's Day	Total
Evansville	840	635	334	1,809	924	985	354	2,263	84	351	20	455
Fort Wayne	1,069	194	340	1,603	1,297	238	335	1,870	228	44	-5	267
Indianapolis	1,724	253	367	2,344	1,879	224	348	2,451	307	-29	-19	260
Lafayette	412	181	256	849	557	204	258	1,019	146	23	0	169
Muncie/Marion	136	--	148	284	141	--	174	315	14	--	26	40
South Bend	836	228	320	1,394	952	243	346	1,541	116	16	26	158
Terre Haute	564	638	--	1,202	645	1,183	--	1,828	81	545	--	626
Northwest Counties	702	72	310	1,084	1,298	72	358	1,728	596	0	48	644
Southern Counties	552	844	--	1,396	1,085	1,358	--	2,443	533	514	--	1047
Louisville	576	--	--	576	778	--	--	778	202	--	--	202
Total	7,411	3,043	2,075	12,529	9,556	4,506	2,173	16,235	2,307	1,463	96	3,866

FY 2007 Impaired Driving Media Summary cont.												
Market	Gross Impressions				Reach				Ratings			
	OTLUA	Safe Family Travel	St. Patrick's Day	Total	OTLUA	Safe Family Travel	St. Patrick's Day	Total	OTLUA	Safe Family Travel	St. Patrick's Day	Total
Evansville	401,376	105,250	96,600	603,226	82,309	13,550	22,600	118,459	926.9	311.75	289.5	1,528.15
Fort Wayne	802,437	231,061	146,500	1,179,998	115,358	42,433	38,000	195,791	1179.3	447.8	242.3	1,869.4
Indianapolis	2,538,061	675,391	332,900	3,546,352	365,402	137,459	104,100	606,961	1135.8	381.65	188.9	1,706.35
Lafayette	399,915	80,942	78,200	559,057	28,006	15,067.5	20,100	63,173.5	577.3	310.3	255.4	1143
Muncie/Marion	28,200	--	33,600	61,800	6,400	--	8,300	14,700	112.6	--	129.5	242.1
South Bend	714,310	179,904	129,000	1,023,214	104,220	36,246	21,600	162,066	1,305	438.05	403	2,146.05
Terre Haute	134,445	68,450	--	202,895	49,666	10,200	--	59,866	1,119.6	254.2	--	1373.8
Northwest Counties	*	*	*	--	*	*	*	--	*	*	*	
Southern Counties	*	*	--	--	*	*	--	--	*	*	--	
Louisville	*	--	--	--	*	*	--	--	*	*	--	
Total	5,018,744	1,340,998	816,800	7,176,542	751,361	254,955.5	214,700	1,221,016.5	6,356.5	2,143.75	1,508.6	10,008.85

The Traffic Safety division achieved 30.9 percent of value added exposure above the total number of spots purchased for the alcohol media campaign. The majority of the added exposure came in the form of additional Safe Family Travel spots, earning 48.0 percent above the total spots purchased, while the *Drunk Driving. Over the Limit. Under Arrest.* media buy earned a value added exposure of 31 percent and the St. Patrick's Day radio exclusive media buy earned a value added exposure of 4.7 percent. It is estimated that during this campaign, the TSD received roughly one free advertisement for every 3.5 paid advertisements aired, a significant amount of value added exposure received for just one media buy.

“The Traffic Safety division achieved 30.9 percent of value added exposure above the total number of spots purchased for the DDOLUA campaign... (this amounts to) one free advertisement for every 3.5 paid advertisements aired.”



Indiana State Police Trooper addressing the media at the St. Patrick's Day media event

b. Occupant Protection

FY 2007 Occupant Protection Media Summary												
Market	Spots Purchased				Spots Received				Value Added +/-			
	CIOT	Safe Family Travel	CPS	Total	CIOT	Safe Family Trav	CPS	Total	CIOT	Safe Family Travel	CPS	Total
Evansville	1,228	634.5	241	2,104	1,659	985	295	2,939	431	350.5	54	835.5
Fort Wayne	921	194	290	1,405	1,132	238	330	1,700	211	44	40	295
Indianapolis	1,562	252.5	542	2,357	1,753	224	561	2,538	191	-28.5	19	181.5
Lafayette	508	181	116	805	695	204	127	1,026	187	23	11	221
Muncie/Marion	279	--	69	348	289	--	89	378	10	--	20	30
South Bend	1,219	227.5	316	1,763	1,703	243	379	2,325	484	15.5	63	562.5
Terre Haute	1,084	638	124	1,846	1,830	1,182.5	160	3,173	746	544.5	36	1,327
Northwest Counties	960	72	372	1,404	1,511	72	660	2,243	551	0	288	839
Southern Counties	929	843.5	510	2,283	1,992	1,357.5	1,123	4,473	1,063	514	613	2,190
Louisville	2,002	--	849	2,851	3,052	--	1,444	4,496	1,050	--	595	1,645
Total	10,692	3,043	3,429	17,164	15,616	4,506	5,168	25,290	4,924	1,463	1,739	8,126

FY 2007 Occupant Protection Media Summary cont.												
Market	Gross Impressions				Reach				Ratings			
	CIOT	Safe Family Travel	CPS	Total	CIOT	Safe Family Travel	CPS	Total	CIOT	Safe Family Travel	CPS	Total
Evansville	495,159	105,250	869,758	1,470,167	81,518	13,550	274,405	369,473	1082.3	311.75	444.2	1838.25
Fort Wayne	674,728	231,061	1,598,616	2,504,405	114,567	42,433	348,986	505,986	1004.2	447.8	602.1	2,054.1
Indianapolis	2,438,584	675,391	6,806,196	9,920,171	407,471	137,459	1,460,020	2,004,950	1133.1	381.65	704	2,218.75
Lafayette	196,546	80,942	271,561	549,049	36,219	15,067.5	74,107	125,393.5	629.8	310.3	339.4	1,279.5
Muncie/Marion	53,900	--	87,200	141,100	10,900	--	27,500	38,400	206.5	--	112.3	318.8
South Bend	554,338	179,904	1,551,902	2,286,144	107,525	36,246	388,800	532,571	1081	438.05	641.6	2,160.65
Terre Haute	273,049	68,450	574,899	916,398	51,883	10,200	154,291	216,374	906.5	254.2	471.7	1,632.4
Northwest Counties	*	*	*	--	*	*	*	--	*	*	*	--
Southern Counties	*	*	*	--	*	*	*	--	*	*	*	--
Louisville	*	--	*	--	*	*	*	--	*	*	*	--
Total	4,686,304	1,340,998	11,760,132	17,787,434	810,083	254,955.5	2,728,109	3,793,147.5	6,043.4	2,143.75	3,315.3	11,502.45

Overall, TSD achieved a total of 47.1 percent of value added exposure above the total number of spots purchased for the occupant protection campaigns outlined above. It is estimated that during this campaign, the TSD received roughly one free advertisement for every 2.25 paid advertisements aired, a significant amount of value added exposure.

c. Motorcycle Awareness

FY 2007 Motorcycle Awareness Media Summary						
Market	Spots Purchased		Spots Received		Value Added +/-	
	Motorcycle	Total	Motorcycle	Total	Motorcycle	Total
Evansville	774	774	1204	1204	+430	+430
Fort Wayne	299	299	439	439	+140	+140
Indianapolis	115	115	130	130	+15	+15
South Bend	0	0	48	48	+48	+48
Terre Haute	0	0	18	18	+18	+18
Total	1188	1188	1839	1839	+651	+651

Overall, TSD achieved 54.7% of value added exposure above and beyond the total number of spots the TSD purchased for the motorcycle awareness (cable television) media buy. This is a significant level of exposure considering this was a fairly small buy placed with limited resources. Due to limited funds, our reach was impacted, which affected our ability to impact each major market throughout the state. The TSD did however choose to broadcast the spot in those cities with the greatest demographic market areas for motorcycle crashes and yielded high frequency rates which more than doubled our opportunity to impress all drivers.

“Overall, TSD achieved 54.7% of value added exposure above and beyond the total number of spots the TSD purchased for the motorcycle awareness (cable television) media buy.”



News conference in April raising motorcycle awareness for all motorists

Earned Media

FY 2007 Earned Media Summary						
Month	Impaired Driving		Occupant Protection		Motorcycle	
	Newspaper Articles	Radio/Television Spots	Newspaper Articles	Radio/Television Spots	Newspaper Articles	Radio/Television Spots
October	48	35	12	205	0	0
November	23	139	11	306	0	0
December	52	103	43	171	0	0
January	35	180	35	472	0	0
February	15	56	102	354	0	0
March	19	98	8	416	3	0
April	7	215	29	34	4	0
May	3	983	249	73	0	0
June	20	214	146	110	0	0
July	24	461	21	60	0	0
August	186	206	22	155	0	0
September	11	309	21	98	0	0
Total	443	2999	699	2454	7	0

To evaluate the effectiveness and impact of paid and earned media, telephone awareness surveys were conducted both pre and post the CIOT and DDOLUA campaigns. These surveys yielded positive results pertaining to the public's knowledge of impaired driving and occupant protection laws.

Post Click It or Ticket mobilization surveys showed over 68 percent of the population indicated they had seen, read, or heard about ICJI educational/media messages while pre Click It or Ticket mobilization showed only 55 percent.

According to the Impaired Driving telephone survey, 34.3 percent of respondents recalled hearing or seeing information regarding special police drunk driving enforcement after the "Drunk Driving. Over the Limit. Under Arrest." media campaign compared to 23.4 percent prior to the media campaign.